



United Nations Division for Sustainable Development Goals
Department of Economic and Social Affairs

**Meeting of the Communities of Ocean Action
From Commitments to Action: Implementing SDG14**

30-31 May 2019
Incheon, Republic of Korea

Background Note

**Session VIII: Developing a Communications and Outreach Strategy
for the UN Ocean Conference 2020**

Background

In the lead up to the UN Ocean Conference in 2020, UN DESA will work with colleagues across the UN system to develop an outreach strategy that includes inputs from all stakeholders, particularly the COAs. As a first step, DESA—which created and continues to oversee the oceanconference.un.org website—has launched a redesign of the Ocean Conference website homepage. This homepage will be shown and explained at the meeting. The intention is to apply the redesign to all of the website's pages, marking a clear delineation between the 2017 and 2020 Ocean Conferences. The website will focus on broader ocean action for the implementation of SDG 14 and other ocean-related Goals and better highlight the work of the Special Envoy for the Ocean and the COAs, not just the Conference as it is now.

Participants at the Incheon meeting will be invited to start developing a communications and outreach strategy to promote the 2020 UN Ocean Conference. The to-be-developed communications and outreach strategy might comprise elements including goals and intended outcomes, key messages, communication channels and activities, target outreach, as well as the timeline of implementation. Panellists on stage will be invited to share their viewpoints as well as their lessons learned from previous communications campaigns, including from the 2017 Ocean Conference, the International Year of the Reef and others. Comments from the audience will be heard as time allows.



Guiding questions to frame the discussion:

- What would be the important features of the to-be-launched renewed website for ocean action compared with the website as it is now?
- What are some of the lessons learned from the communications surrounding the 2017 Ocean Conference, World Oceans Day and other major ocean action campaigns?
- How can COAs and VC holders contribute to the development and implementation of the communications and outreach strategy to promote the 2020 UN Ocean Conference?
- What would be the key messages conveyed by the to-be-developed communications and outreach strategy to promote the 2020 UN Ocean Conference?
- What would be the channels to deliver the above key messages to interested stakeholders?
- What would be the timeline to implement the to-be-developed communications and outreach strategy?